

Subject: SPBID Board Packet - 6/22

From: Ellen Riotto <ellen@southpark.la>

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All,

In preparation for this Thursday's board meeting, please find attached your packets. A note about agenda item #5, Downtown Open House: when I first emailed the Board about South Park's collaboration with DCBID on this event, our contribution of \$5000 assumed that both BIDs would be able to secure 5 properties within their respective districts to participate. The final group of participating properties includes 4 properties in South Park BID, and 1 property in Downtown Center BID. This new development has caused us to reconsider budget contributions. As a reminder, DCBID is handling all of the logistics for this event, including the creation of a website with attendee registration, coordination and planning of all property-activations, and marketing. The action item on the agenda is a vote about whether to increase South Park's contribution to a total of \$10,000. I'm attaching the deck as well as a budget breakdown for your consideration.

I recommend that we increase our contribution. We have the budget for it, and the majority of the properties are in our district, which means that most of the direct and indirect benefits of this event will come back to South Park. Additionally, we would not be able to put an event like this on without the enormous lift that DCBID is contributing.

Please let me know if there are any questions. Looking forward to seeing you all on Thursday.

Best,

Ellen

Ellen Riotto

Interim Executive Director

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—Attachments:—

image001.png	1.3 KB
17-0622 BOD Packet.pdf	1.3 MB
DTLA_Open_House_SponsorDeck.pdf	7.3 MB
OH17_budget_working.xlsx	12.7 KB